## References


**1)** Baumgartner, G and Jolibert, A "Consumer Attitudes Towards Indian products", (2008), International Business Studies II (spring).

**2)** International Journal of Humanities and Arts Computing 8.1 (2014): 1–12DOI: 10.3366/ijhac.2014.0116© Edinburgh University Press 2014www.euppublishing.com/ijhacSustainability 2017, 9, 693; doi:10.3390/su9050693www.mdpi.com/journal/sustainabil

**3)** http://www.creativecommons.org/licenses/by-nc/4.0/) Open Access pages (https://us.sagepub.com/en-us/nam/open-access-at-sage).

**4)** Internet Policy Review | http://policyreview.info 1 March 2017 | Volume 6 | Issue 1The Authors, published by EDP Sciences. This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (http://creativecommons.org/licenses/by/4.0/).

**5)** The Author(s) 2017. This article is distributed under the terms of the Creative Commons Attribution 4.0 International License(http://creativecommons.org/licenses/by/4.0/)

**6)** International Journal for Quality research UDK- 005.521 Original Scientific Paper (1.01) Vol.4, No. 2, 2010: Direct-to-Consumer Advertising (DTCA), Social Media, Pharmaceutical Marketing, Health Communication, Regulatory Science, Food and Drug Administration (FDA)

**7)** http://ijhpm.comInt J Health Policy Manag 2016, 5(4), 271–274doi10.15171/ijhpm.2016.11Relationship Marketing - Best Practice in the Banking Sector288 Amfiteatru Vol. XV • No. 33 • February 2013

**8)** Gilberto Santos international Journal for Quality Research 12(4) 957–974 ISSN 1800-6450

**9)** Journal of International Trade, Logistics and Law, Vol. 4, Num. 2, 2018, 35-44Foundations of Management, Vol. 10 (2018), ISSN 2080-7279DOI: 10.2478/fman-2018-0011

**10)** ECOFORUM [Volume 5, Issue 2 (9), 2016]Technology Innovation Management Review October 2017 (Volume 7, Issue 10)MATEC Web of Conferences 170, 01063 (2018)https://doi.org/10.1051/matecconf/201817001063

**11)** doi 10.2478 / gfkmir-2018-0019 GfK Research / Vol. 10, No. 2, 2018 / Marketing Intelligence ReviewINDEPENDENT JOURNAL OF MANAGEMENT &PRODUCTION (IJM&P) http://www.ijmp.jor.br v. 9, n. 4, October - December 2018 ISSN: 2236-269X DOI: 10.14807/ijmp.v9i4.824

**12)** DOI: 10.1515/picbe-2017-0079Theoretical and Applied Economics Volume XVII (2010), No. 9(550), pp. 79-96Published on 23 Mar 2016 | DOI: 10.14763/2016.1.40

**13)** Czech Technical University in Prague ActaPolytechnica Vol. 45 No. 2/2005doi: 10.17349/jmc114301 P-ISSN: 2056-9785 E-ISSN: 2056 9793 http://www.mediacritiques.net jmc@mediacritiques.netBig Data, the perfect instrument to study today's consumer behaviorDatabase Systems Journal vol. VI, no. 3/2015

**14)** An Evolutionary Psychology Approach to Consumer choice.... ZurinaBtMohaidiJournal of Competitiveness Vol. 6, Issue 1, pp. 18 - 35, March 2014 ISSN 1804-171X (Print), ISSN 1804-1728 (On-line), DOI: 10.7441/joc.2014.01.02

**15)** International Review – 2015/2© Felix–Verlag, Holzkirchen, Germany and Iliria College, Pristina, Kosovo

**16)** ORIGINALRESEARCH published: 14March2016 doi: 10.3389/fpsyg.2016.00336

**17)** Bennett, Rebekah, Rundle - Thiele, Sharyn, "Customer Satisfaction should not be the only Goal", (2004), Journal of Services Marketing, Vol.18 (6&7).

**18)** Bhargava S. C. "Passenger Car Industry: Maruti Maintains the Lead" (2000), Facts for You, April.

**19)** J. S. Panwar, Beyond Consumer Marketing, (Response Books A division of Sage publications, New Delhi 2004)

**20)** NinaweArundhati S., Consumer Behaviour, SaiJyoti Publication, Nagpur, 2011.

**21)** P Kotler, et. al., Marketing Management, Pearson Prentice Hall, New Delhi 2007

**22)** P. Indrasena Reddy, Rural Marketing in India - Problems and Prospects, Indian Journal

**23)** Schiffman, L & L Knauk. Consumer Behaviors 7th ed. Prentice hall, 2000

**24)** Frontiers in Psychology | www.frontiersin.org 1 December 2018 | Volume 9 | Article 2

**25)** Psicologia: Teoria e PesquisaOut-Dez 2009, Vol. 25 n. 4, pp. 489-497

Volume 4 – Issue 2 – Autumn 2018European Journal of Futures Research (2017) 5: 14Judgment and Decision Making, Vol. 3, No. 8, December 2008, pp. 641–658